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Bulk Rate *Ch*



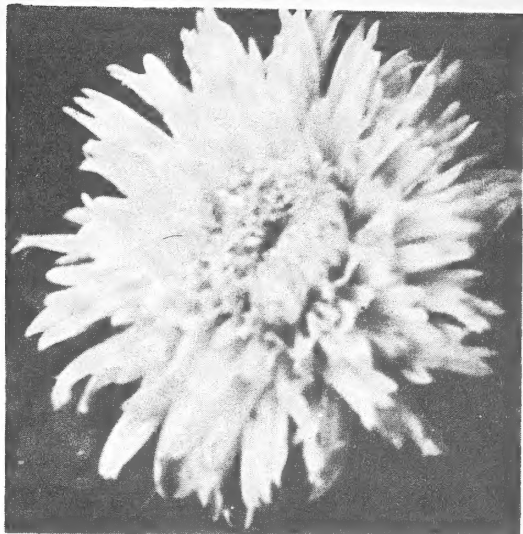
*Creeping Phlox  
Alexander's Suprise*

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U. S. Department of Agriculture

# Modern Mums for 1957-8

FLEMING'S FLOWER FIELDS  
3100 LEIGHTON AVE. LINCOLN 3, NEBRASKA





## *Royale*

Fleming 1957

### NEW HARDY ASTERS

Our collection of these extremely valuable perennials includes many of the finest new sorts. For late summer and fall color in the garden they are irreplaceable.

- CLARITY** — Finest white variety. Semi-double 2" blooms carried on 24-30" upright plants. 55c each.
- ERMA** — Bushy 15-18" plants. Orchid purple flowers. 50c each.
- ERNEST BALLARD** — Carmine crimson buds open to large mulberry-heliotrope flowers. 50c each.
- EVENTIDE** — Semi-double to almost double deep gentian blue-purple flowers. Upright 24-30" plants. 50c each.
- JEAN** — Bright blue flowers. Upright 18" plants. 50c each.
- RADAR** (New, 1955) The best red, being larger and brighter colored than Winston Churchill. 55c each.
- TAPESTRY** (New, 1956) Large semi-double flowers of a lovely pastel pink shade. 60c each.

### DWARF ASTERS

These are similar in growth habit to cushion mums.

- CAMEO** — Shapely 15" bushes, opalescent pink flowers. 50c each.
- PACIFIC AMARANTH** — 12" mounds covered with bright amaranth violet flowers. 50c each.
- PERSIAN ROSE** — 12 to 15" cushion like plants with bright persian rose blooms. One of best new sorts. 50c each.
- TWINKLE** (New) Compact 8-10" plants, flowers of a lovely shade of crushed raspberry and amaranth rose. 65c each.
- VIOLET CARPET** — Low masses of bright violet-blue 50c each.

### CARNATIONS AND PINKS

Very few plants families have enjoyed the continuing popularity of the Pinks and Carnations. They will amply repay you in garden beauty dividends wherever planted.

- APPLEBLOSSOM** (New) Large soft apple-blossom pink 60c each.
- BEATRIX** — Clusters of double light pink flowers on stiff 12" stems throughout spring and summer. 50c each.
- BOBBY** — A delightful dwarf. Pink with red eye. 50c each.
- CANDYSTICK** (New) An unusual variegated sort. Soft pink with deep rose stripes. 60c each.
- KISS OF FIRE** — One of the most striking garden carnations. Large firey scarlet flowers. 50c each.
- LACY LASS** (New) A quaint laced sort with maroon edges and center blotches overlying white petals. The first offering of this variety at "popular prices". 75c each.
- MOON MIST** (New) Large fragrant double white carnations 55c. ea.

- MRS. DINAH WELLER** — Compact plants with single "Spice" pink flowers. Pink with red eyes. 50c each.
- PINK PRINCESS** (New, 1956) A lovely bright rose pink variety introduced by the U.S.D.A. 55c each.
- ROSE BOWL** (New) One of the most attractive new rock garden perennials. Tight clumps of green leaves from which arise myriads of bright rose purple double blooms. 65c each.
- SPOTLIGHT** (New) Glowing crimson-vermillion blooms. 55c each.
- TINY RUBIES** — Globular 2" mounds covered with short stemmed double pink miniature carnations-like flowers. 50c each.

### MODERN GIANT HARDY HIBISCUS

The flowers of these hybrid Hibiscus are breath-takingly beautiful, their large blooms, being instant traffic stoppers wherever grown.

- ALEXANDER'S RED** 7-9" flowers of bright rose red. 75c each.
- BIG RED** (Fleming, 1957) Huge velvety crimson red to maroon red flowers up to 10" across. Petals are often ruffled or fluted thus adding to beauty. Quantity limited. \$1.50 each.
- BRIGHT EYES** (Fleming, 1955) Large glistening white with striking crimson red to purple red eyes. \$1.00 each.
- DAHLIA ORCHID** (Alexander) Large white orchid red eyes and veins radiating outward from center. 75c each.
- MRS. J. HERBERT ALEXANDER** — Large flowers of pure white with bright red centers. 75c each.
- LOVELINESS** (Fleming, 1957) A color which is sure to please the ladies. Large flat bowl-shaped blooms of a soft silvery lavender pink with no dark centers. \$1.35 each.
- PEPPERMINT STICK** (Fleming, 1955) Huge ivory white overlaid with soft pink and with dark red eyes. Pink flush becomes stronger on cooler days. \$1.35 each.
- SNOW BOWL** (Fleming, 1957) Large pure snow white flowers with no eyes. Flowers are made up of heavy textured overlapping petals, which quality characterizes all of our varieties. Quantity limited. \$1.35 each.

### LYTHRUMS

Stately border plants which provide much needed color in the perennial border during the summer months.

- DROP MORE PURPLE** — Bright fuchsia purple 50c each.
- MORDEN GLEAM** — Bushy 24-30" plants with spikes of bright carmine rose flowers. 50c each.
- MORDEN PINK** — Bright phlox pink. 50c each.
- MORDEN ROSE** — New bright, rich rose red sort. 55c each.
- PROLIFIC** — Lovely persian rose 50c each.
- ROBERT** — Compact bushy 18" plants with spikes of bright fuchsia-rose flowers. 50c each.

### PHLOX

Dwarf Spring Bloomers

- ALEXANDER'S SURPRISE** — Bushy 6-8" plants with bright rose pink flowers with red eyes which are double the size of ordinary creeping Phlox. 55c each.
- CHUCKLES** (New, 1957) Bright pink flowers with rounded overlapping petals. Bright pink, red eyes. 65c each.
- INTENSITY** (New, 1955) Attractive dark green foliage mounds with bright cerise flowers. 60c each.
- BLUE RIDGE** — A choice selected form of Phlox stolonifera. Low plants with clusters of bright blue flowers. 55c each.

Late Spring and early summer flowering sorts.

- GLABERRIMA BUCKEYE** — Attractive 12-15" plants loaded with globular heads of rosy purple flowers. 55c each.
- MISS LINGARD** — Splendid pure white mid-season variety. The best cut flower sort. 2 ft. plants. 50c each.
- REINE DU JOUR** — Similar to the above with white flowers with red eyes. A newcomer from Europe. 60c each.

### Summer Flowering Phlox

- SNOW SMOKE** — A lovely semi-dwarf grower with very large heads of pure white flowers. 55c each.
- THUNDERBOLT** (Bristol Nurseries, 1957) A very striking new sort. Large flower heads. Scarlet-tangerine. 75c each.
- TWILIGHT** (B. N., New, 1957) Imposing large flower heads of an unusual heliotrope lavender shade. 75c each.

### VERONICAS

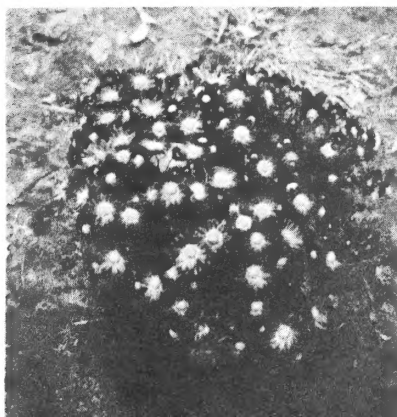
One of the most valuable plant groups for summer gardens.

- BARCAROLE** — Compact plants. Bright pink. 12" stems. 55c each.
- BLUE CHAMPION** — Tall spires of bright blue. 50c each.
- ICICLE** — Pure white flower spikes. 20" stems. 50c each.
- MINUET** — Low mat like plants, spikes of lovely pure pink flowers on 18" stems. 55c each.
- PAVANNE** — Bright pink flowers. 15-18" spikes. 55c each.
- SUNNY BORDER BLUE** — Everblooming deep blue. 18" 50c each.

### MORE FINE SELECTED HARDY PERENNIALS

Asterisk (\*) indicates plants suited to rock gardens.

- ARABIS ALPINA PINK CHARM\*** Frosty foliaged plants with bright pink flowers in early spring. 50c each.
- ARTEMISIA SILVER MOUND\*** Lacy silvery foliage mounds 4-6" high and up to 2 ft. across. 50c each.
- BUDDLEIAS** (Butterfly Bushes)
- FLORALART** — A new variety. Bright orchid-pink flowers. 50c each.
- IMPERIAL PURPLE** — Broad spikes, rich royal purple. 50c each.
- WHITE CLOUD** — Pure white, yellow centers. 50c each.
- CARYOPTERIS BLUE MIST** — Clusters of powder blue flowers on long stems from August until late Fall. Bushy 24-30" plants which become shrubby in mild climates. 50c each.
- DAISY CHARMING** — A beautiful new large flowered sort which survives our trying mid-western climate in fine shape. Blooms measure up to 4½" across. Limited quantity. 75c each.
- GAILLARDIA ATTRACTION** — Large butterscotch yellow daisies with red flush in center. 50c each.
- GAILLARDIA THE WARRIOR** — Brilliant ruby red daisies overlaid with mahogany. Fine cut flower. 50c each.
- GEUM FIRE OPAL** — Long stemmed clusters of double bright orange-scarlet blooms. 60c each.
- GEUM PRINCESS JULIANA** — Striking bright double orange. 60c ea.
- IBERIS ALEXANDER'S EARLY\*** An early blooming form of white hardy Candytuft. Spring bloomer. 55c each.
- IBERIS CHRISTMAS SNOW\*** Evergreen bushlets, white flowers in spring and again in the fall. 60c each.
- OENOTHERA ROSEA\*** 10 to 12" stems bearing 2" saucer-like blooms of soft pink. Attractive low foilage mats. 60c each.
- PLUMBAGO LARPENTAE\*** Spreading mounds covered with bright blue flowers in late summer months. 50c each.
- SILENE WHERRYI\*** A rarely offered charmer. Low plants, bright large pink flowers. 60c each.



*Mum Tiny Rubies*

Fleming 1957

# New Mums for 1957

## FLEMING'S FLOWER FIELDS

- GOLDEN NUGGET** — A seedling of "Copper 'n' Gold" with the same neat mound-like habit. Compact plants 12-15" high and up to 30" across are smothered with fully doubled amber-gold flowers. Blooms from Sept. 20th on. 75c each.
- LOVELY LASS** — Symmetrical 12-15" bushy plants covered with fully double orchid-lavender flowers. A lovely soft shade in the cushion group which blends well with others. 75c each.
- PINK FANTASY** — A new type of cushion mum. Fully double 2½-3" high centered flowers with petals which are notched or serrated in the "Carnation" fashion are a soft rose pink shading to rosy fawn in the center. Plants are 10-15" high and spread up to 36" across. One of the most popular in our trial plantings. Very frost tolerant. Oct. 1. 75c each.
- ROYALE** — A new color in the "Carnation-flowered" mum group. Clusters of 3-3½" fully double flowers of a rich burgundy to rosy purple shade with serrated petals are borne on sturdily upright 24" plants. The finest in "Carnation" mum group to date. October 7th. 75c each.
- SUNNY HILL** — Compact mounds of perky stiff petaled semi-double 2" daisies of sparkling bright yellow. Plants are 10-12" high and up to 30" across. These miniature glowing hills of gold never fail to attract visitors across our fields to them. Blooms from Sept. 25th on. 75c each.
- TINY RUBIES** — Hundreds of 1" stiff textured glowing ruby red daisies with glistening gold centers completely blanket sturdy globular plants 10-12" high and up to 30" across. Flowers are reminiscent of Cinerarias in appearance. A visitor's favorite for several years. Oct. 1st. 75c each.

## UNIVERSITY OF NEBRASKA

- DUNESAND** — An extremely vigorous grower producing myriads of 2-2½" double blooms in clusters on long stems. The color is an unusual one which blends with any tone, being a soft fawn yellow. Strong upright 30-36" plants. 75c each.
- GOLD RIBBON** — A splendid new cushion variety whose name was suggested by the appearance of a row of them along a drive or border. Plants are 12-15" high and 20-24" across and are loaded with very double deep gold to light orange flowers with darker centers. Mid-September. 75c each.
- PRAIRIE SUNSHINE** — A truly spectacular variety which promises to be one of the best early yellow sorts. Huge mound-like plants 24" high and 36" across with fully double 3-4" bright yellow flowers are a sight to behold. Blooms from early season to late fall. Mid-Sept. 75c each.

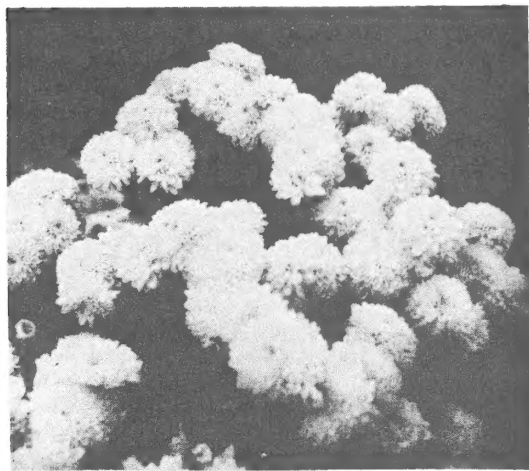
## 1956 INTRODUCTIONS

- ADORABLE** (Lehman) Early. 20" 65c each.  
Large bright rose pink with salmon reflections. The best of early season pink garden mums.
- AMETHYSTINE** (Fleming) Mid-season. 24" 75c each.  
Beautiful iridescent rose-purple. It glows!
- BRONZE GIANT** (Lehman) Early. 30" 75c each.  
Huge blooms, up to 5" across of glowing bronze hue.
- COPPERSMITH** (Bristol) Mid-season. 20-24" 75c each.  
Fully double large blooms of deep amber with copper hues.
- CORONET** (Dunham) Mid-season. 18" 65c each.  
Double ball-shaped 3-4" blooms of bright gold with distinctively notched "Carnation-flowered" petals.
- CREAMPUFF** (Cunningham) Early. 10-12" 60c each.  
Light yellow sport of Powderpuff. A fine new cushion.
- CRIMSON GLORY** (Lehman) Early. 26" 65c each.  
Clusters of 3-3½" blooms of rich crimson red. Best of the large flowered early season reds.
- EVELYN DEVANEY** (Lehman) Mid-season. 24" 60c each.

- Stylishly tailored blooms of a lovely soft pearly shell pink.
- FLEMING'S FIREBIRD** (Fleming) Very early. 18" 60c each.  
The earliest large double red-bronze we know of.
- GRACE BRADSHAW** (Kraus) Mid-season. 24" 65c each.  
Big creamy white incurved flowers with chartreuse center.
- INDIAN RED** (Lehman) Mid-season. 20" 65c each.  
Large rust red with unique whirled center.
- JESSAMINE WILLIAMS** (Kraus) Mid-season. 24" 60c each.  
Lovely pure white double flowers with quilled petals which end in small spoon tips.
- PERFECTIONETTE** (Dunham) Mid-season. 26" 75c each.  
Long stemmed sprays of tightly incurved deep purple pompons with silvery reverse.
- MOUNT HOOD** (Kraus) Early. 26" 75c each.  
Large white incurved blooms with greenish centers.
- PURPLE WATERS** (Lehman) Early. 24" 60c each.  
An avalanche of rich deep purple flowers from early season on.  
The best of the early purple garden mums.
- REFRESHING** (Dunham) Early. 26" 75c each.  
Very large Cactus-Dahlia shaped golden bronze blooms. A fine new excellent exhibition sort for disbudding.
- RUBY BREITHAUP** (Kraus) Mid-season. 26" 75c each.  
A truly exceptional garden mum. Heavy textured five inch flowers. Soft primrose shading to cream.
- SNOW SCEPTRE** (Fleming) Mid-season. 30" 65c each.  
Long stemmed sprays of pure white pompons.

#### FLEMING INTRODUCTIONS

- AMETHYSTINE** (1956) Mid-season. 24" 75c each  
Bright rose purple flowers with a lovely iridescent sheen which makes them shine even on cloudy days.
- COPPER 'N' GOLD** (Donaldson-Fleming) Early 12" 55c each  
Perfectly formed 10-12" plants up to 30" across are covered with bright golden flowers with coppery bronze centers.
- FLEMING'S FIREBIRD** (1956) Very early. 18" 60c each  
Solid 3" blooms of firey red-bronze with rust-bronze reverse. One of best early season sorts.
- LADY ELGIN** (Hipple-Fleming) Early 18" 55c each  
Husky bushy plants with ball shaped 2" incurved blooms of bright bronze with gold reverse. A "football" mum in miniature.
- PUMPKIN POM** (1955) Mid-season. 30" 55c each.  
Bright pumpkin orange 2-3" fully double blooms. Very frost and freeze tolerant.
- SNOW SCEPTRE** (1955) Mid-season. 30" 65c each  
Long stemmed clusters of pure white ball-shaped pompons on sturdy upright plants. Superb cut flower.



*Snow Sceptre*

Fleming 1956



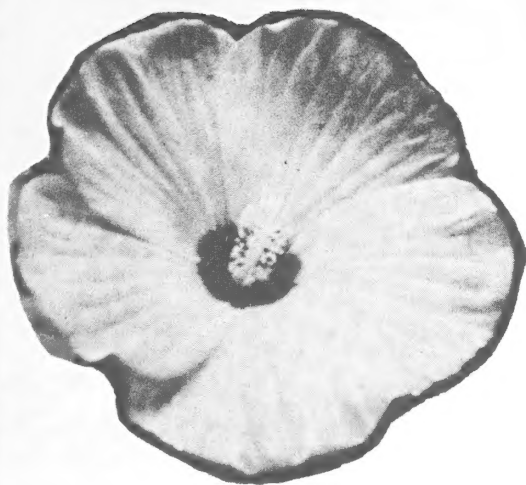
## UNIVERSITY OF NEBRASKA INTRODUCTIONS

- KIOWA** (1955) Mid-season. 30" 55c each.  
Long stemmed clusters of bright orange-red pompons. Splendid for cutting. Very frost tolerant.
- LESHARA** Early. 26" 50c each.  
Heavily branched plants with sprays of mulberry red flowers shaded with old rose. An attractive "decorator's" color. Very frost and freeze tolerant.
- NORTH PLATTE** (1955) Mid-season. 30" 60c each.  
Large bright orange 3-5" flowers borne on husky plants. Quantity very limited this year.
- PATHFINDER** Early. 26" 55c each  
The famous yellow "Carnation" mum. Fully double bright yellow. Truly unique notched petals.
- PLAINSMAN** Early. 26" 55c each.  
A beautiful rusty red companion to Pathfinder. Fine for cutting. Quantity very limited this year.
- WHITE CLOUD** Early 30" 50c each.  
This variety continues to reign as the king of the white garden varieties. Large fluffy white blooms.

## DOUBLE DECORATIVES

- ANCASTER BRONZE** (Emberley) Mid-season. 26" 50c each.  
Beautiful shining soft bronze blooms. Husky upright plants.
- ANCASTER BURGUNDY** (Emberley) Early mid-season. 16" 60c each.  
Bushy plants, masses of bright burgundy-rose "Cactus" blooms.
- ANCASTER PEACH** (Emberley) Mid-season to late 30" 60c each.  
Large cactus-Dahlia like blooms of lovely soft peach shade.
- ANDREW** (Becker) Mid-season. 24" 50c each.  
Large Cactus-Dahlia  
Large ball-shaped blooms of a lovely soft red shade with ashes of roses overtones. One of best in our collection.
- APACHE** (Kraus) Early to mid-season. 20-24" 50c each.  
Large Cactus-Dahlia like flowers of a bright oriental or tomato red shade. One of leaders in popularity.
- AVALANCHE** (Dreer) Early. 30" 50c each.  
Large fluffy creamy white blooms. Superb for cutting.
- BUTTERCUP** (De Petris) Late. 30" 60c each.  
Large bright yellow incurved sort. Fine for disbudding.
- BUTTERSCOTCH** (Kraus) Mid-season. 24-30" 60c each.  
Huge fully double blooms of deep amber to amber-yellow.
- CHIPPA RED** (Bristol) Early. 26" 50c each.  
Turkey red to maroon red sport of the popular Chippewa.
- CRIMSON MAGIC** (Dunham) Late. 26" 60c each.  
Huge reflexed flowers of deep velvety crimson.
- CROWNING GLORY** (Lehman) Mid-season. 30" 55c each.  
Stiffly erect plants with long stemmed coral-apricot to nasturtium-orange blooms. A superb cut flower.
- EARLY JEANETTE** (Emberley) Early. 26" 55c each.  
Large Cactus Dahlia-like bright burgundy rose flowers. One of the very best early season sorts.
- ELAINE** (Schnake) Mid-season. 26" 55c each.  
Large orchid lavender with darker centers.
- FILM STAR** (English) Mid-season. 24" 75c each.  
A new massive Dahlia-flowered Carnation pink variety.
- FOOTBALL BRONZE** (Lehman) Early 26" 60c each.  
Large incurving bright bronze similar in form to the greenhouse gown incurved "Football" mums.
- GEORGE LUXTON** (Lehman) Early 26" 55c each.  
Beautiful stiff petaled large flowers of a soft bronze hue.
- GLADWIN** (Becker) Mid-season. 26" 60c each.  
Very large fluffy light blush pink blooms.
- GLEN STAR** (English) Mid-season. 24" 75c each.  
Another new Cactus-Dahlia flowered sort from England. Bright bishop purple with reddish glow.
- MARTIN'S WHITE** (Martin) Early. 16" 50c each





*Hardy  
Hibiscus  
Bright Eye*

Bushy 16" plants, large double incurved blooms.

- MARTIN'S YELLOW** Early 16" 50c each.  
Lovely soft yellow sport of the above. Both good for potting.
- MURIEL RICE** (Lehman) Mid-season. 30" 55c each.  
Immense stiff petaled blooms of light yellow with pink and lavender tints.
- PATRICIA LEHMAN** (Kraus) Mid-season. 26" 50c each.  
Sparkling geranium pink with peach centers.
- REFLECTION** (Lehman) Mid-season. 24" 50c each.  
Long stemmed deep rosy lavender.
- REVERENCE** (Kraus) Early. 20" 50c each.  
Large light chamois yellow blooms on stiff stems.
- ROMANCE** (Dunham) Mid-season. 24" 65c each.  
Huge reflexed blooms of a warm pink shade. An excellent disbud exhibition sort.
- ROSETONE** (Kraus) Mid-season. 24" 65c each.  
Large exhibition type blooms of lavender rose.
- SUPERLATIVE** (English-New) Mid-season. 26" 60c each.  
Large incurved pure white. Responds well to disbudding.
- VISION** (Bristol) Mid-season. 30" 50c each.  
Best pastel colored variety. A delicate blend of ivory and pearl suffused with fawn.
- YELLOW AVALANCHE** (Lehman) Early 30" 50c each.  
A splendid large fluffy soft yellow.

**CUSHION MUMS**

- BECKER'S PURPLE CUSHION** (Becker) Mid-season. 15" 50c each.  
Large double rich purple blooms.
- BROWNIE** (Dunham) Mid-season. 10-12" 60c each.  
Orange-buff pompons with orange bronze eyes.
- CAMEO** (Dunham) Mid-season. 15" 60c each.  
Fully double 2" blooms of a lovely pure soft pink.
- COPPER 'N' GOLD** (Donaldson-Fleming) Early. 10-12" 55c each.  
Close-knit mounds up to 30" across. Bright colored.
- CRYSTAL MAID** (De Petris) Mid-season. 15" 50c each.  
Creamy white pompons on bushy plants.
- FROSTY** (Dunham) Mid-season. 12-15" 55c each.  
White pompons on short wirey stems. Best white cushion.
- FUCHSIA FAIRY** (Herr) Mid-season. 12-15" 50c each.  
Hedge-like plants. Bright fuchsia flowers.
- JANET** (Ladygo) Very early. 15" 50c each.  
Globular plants, bright salmon-apricot flowers.
- JOYOUS** (Bristol) Mid-season. 18-22" 55c each.  
A king sized cushion! Large mounds with bright rose blooms.

- LIPSTICK** (Dunham) Mid-season. 12-15" 55c each.  
Bushy plants, bright red flowers. One of the best cushions now in commerce.
- LYRIC** (Yoder) Mid-season. 15" 50c each.  
Low plants covered with white daisies.
- MISCHIEF** (Bristol) Mid-season. 15-18" 50c each.  
Tiny bright purple-red daisies with golden yellow centers smother low semi-upright plants.
- NEW MARJORIE MILLS** (Bristol) Mid-season. 18-22" 55c each.  
Another "King-sized" cushion. Plants are loaded with rich ruby red double flowers.
- PURPLE DUSK** (Dunham) Mid-season. 15" 55c each.  
Nicely shaped plants, dusky lavender-purple blooms.
- RED ELF** (Lehman) Very early. 12" 50c each.  
A real cutie. Red buttons on low plants.
- TWINKLE** (Dunham) Mid-season. 15" 55c each.  
Myriads of bright fuchsia purple flowers.
- VARIEGATED CUSHION** (Becker) Mid-season. 12-15" 50c each.  
Very attractive two-toned bright rosy lavender with deeper centers. Very frost tolerant.

### SPoon MUMS

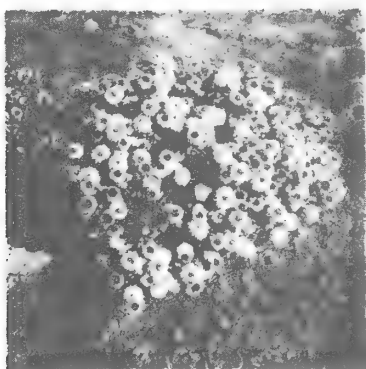
- JESSAMINE WILLIAMS** (Kraus) Mid-season. 24" 60c each.  
Double white flowers, tubular petals, spoon tips.
- PINK SPINNER** (Becker) Mid-season. 24" 50c each.  
Double rosy lavender blooms. Thin spoon petals which are interestingly whorled at the center
- PURPLE SPOON** (Lehman) Early. 24" 55c each.
- SNOW SPOON** (Kraus) Early. 24" 50c each.  
Duplex daisy-like flower with tubular petals opening to large flat spoon tips.

### BUTTONS AND POMPONS

- ANCASTER GYPSY** (Emberley) Mid-season. 27" 50c each.  
Large orange pompons with reddish-bronze eyes.
- BRIGHT EYES** (English) Mid-season. 20" 50c each.  
One of the most striking newcomers. Golden yellow buttons with orange-red eyes.
- DELIGHT** (Lehman) Early 24" 50c each.  
Double golden yellow of fine form.
- DIVINITY** (Kraus) Mid-season to late. 24" 50c each.  
Informal pure white with rolled petals.
- EARLY CRIMSON** (Lehman) Early. 24" 50c each.  
Bright crimson. Long stems for cutting.
- HONEYCOMB** (Yoder) Mid-season. 24" 50c each.  
Bright golden buttons with copper overtones.
- JEWELTONE** (Kraus) Mid-season. 24" 55c each.  
Strikingly lovely bright Phlox pink shade.
- LUCKY THIRTEEN** (Becker) Early. 20" 50c each.  
Bushy plants, bright golden yellow poms.
- MY LOVE** (Becker) Mid-season. 30" 65c each.  
Perfect ball shaped poms on long stems. White with purple edges on opening. Purple color suffuses throughout most of the flower in cool weather. Excellent cut flower.
- PUMPKIN POM** (Fleming) Mid-season. 30" 55c each.  
Extremely free flowering bright orange. Very frost tolerant.
- SARASOTA** (De Petris) Mid-season. 30" 50c each.  
Solid golden pompons. Fine for cutting.
- SMILES** (Dunham) Mid-season. 15" 60c each.  
Bright golden yellow buttons. Bushy plants.
- TALISMAN** (Kraus) Mid-season. 24" 60c each.  
Soft apricot-peach buttons. Sport of Rosita.
- WHITE TOWER** (Becker) Early mid-season. 27" 50c each.  
Sprays of white pompons on long stiff stems.
- YELLOW ERMINE** (Floralane) Mid-season. 27" 50c each.  
Vigorous, free flowering soft yellow pom.

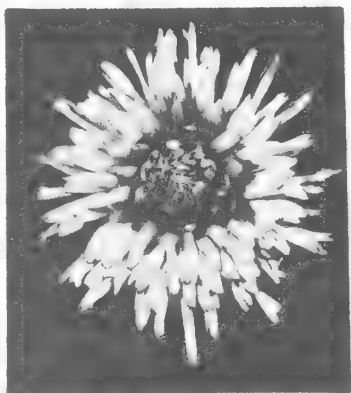


*Veronica Icicle*



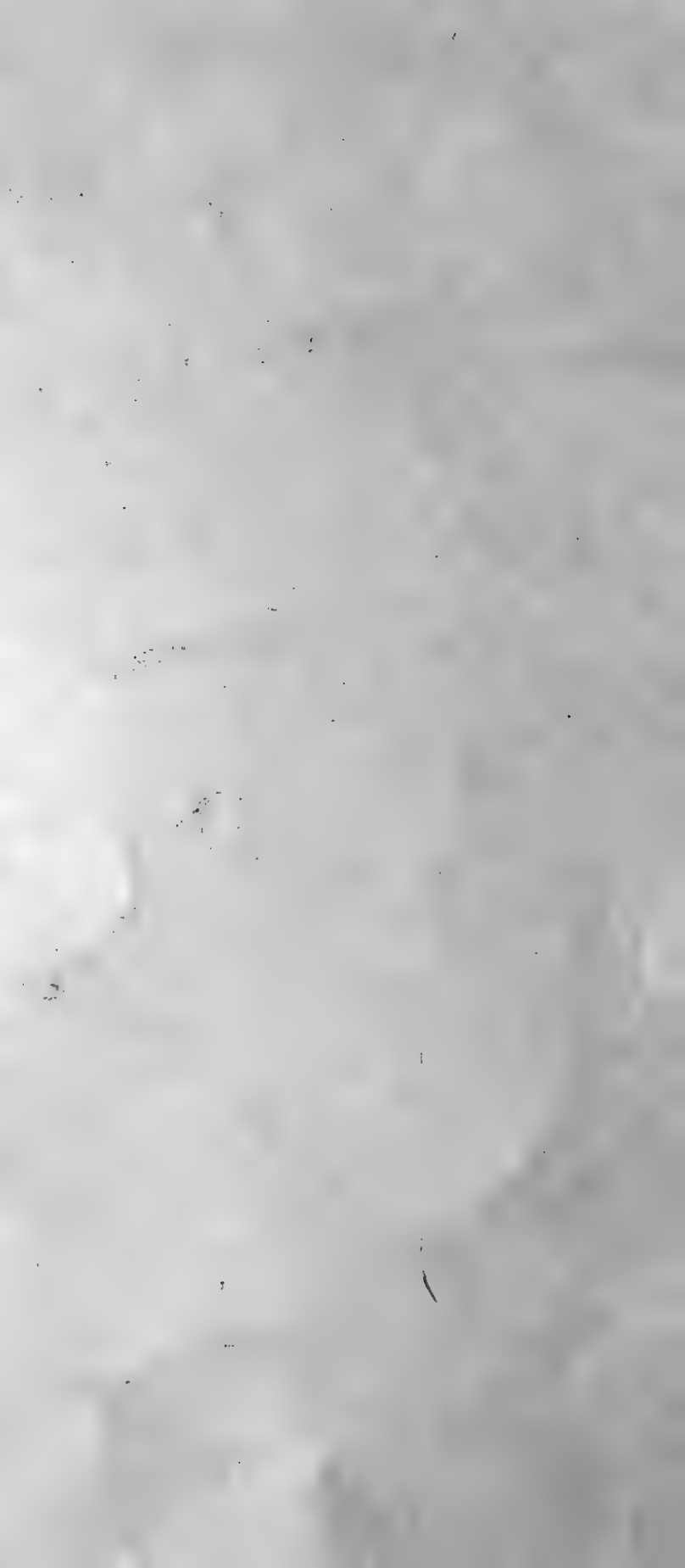
*Gold Ribbon*

Uni. of Nebraska 1957



*Pink Fantasy*

Fleming 1957



## MODERN MUMS FOR 1958

Please make out your order using only varieties listed on following list. We are not carrying some that were listed in 1957 list. You will also note that there are price changes on the 1957 prices in many cases. Descriptions of varieties not described here will be found on printed 1957 list.

### MUMS NEW IN 1957 FLEMING'S FLOWER FIELDS INTRODUCTIONS

LOVELY LASS - .....	60¢ each
PINK FANTASY - .....	65¢ each
SUNNY HILL - .....	60¢ each
TINY RUBIES - .....	60¢ each

### UNIVERSITY OF NEBRASKA INTRODUCTIONS

DUNESAND - .....	50¢ each
GOLD RIBBON - A glowing ribbon for borders.....	60¢ each
PRAIRIE (SUNSHINE) - An outstanding favorite over the country.....	60¢ each

### OTHER 1957 INTRODUCTIONS

BLANCHE LITWILLER (Dr. Kraus) - Mid Season 24-29" An outstanding 3" pcm of soft pink. Firm textured poms borne in clusters on long strong stems - fine for cutting.....	65¢ each
BRONZE PAT (Muller) - A fine bronze toned sort of the favorite pink variety Patricia Lehman. A fine cut flower sort for early October.....	60¢ each
DAISYMUM (Lehman) - 30" Mid Season Best new alabaster white single mum. A fine daisy formed of broad petals, good stems for cutting on strong upright plants.....	60¢ each
EARLY WHITE (Lehman) - Early blooming 15-18" An extra early white - blooming from August 28th on. Wide stiff textured petals, fully double, one of the best early whites.....	60¢ each
EDNA ROWLEY (Dr. Kraus) - Mid Season 24" A prolific producer of cut flowers. Sturdy mounded 24" plants loaded with light pink, ruby eyed pompoms.....	60¢ each
GOLD BUTTON (Dr. Kraus) - Early Sept. 22" Strong mounds loaded with glowing gold button poms accented with Spanish orange eyes. An abundant source of high quality cut flower button poms. Earlier than most button sorts.....	65¢ each
GOLDEN FANTASY (Uni. of Minn.) - Late Sept. 20" An exciting addition to the "carnation flowered" type of garden mums. Flowers of rich bright yellow, petals are tubular, pronged and forked to make flowers resemble a large 3" fully double carnation. Attractive plants with dark foliage are covered with bloom from late Sept. on.....	70¢ each
GRANNY LEHMAN (Lehman) - Mid Season 22" Heavy textured fully double pure white flowers. Flowers are borne in clusters of six long stems, plants are loosely branched.....	75¢ each
JOHN FURST (Dr. Kraus) - Mid Season A typical color for fall, bright glistening orange fully double flowers. A strong plant, a must for every garden.....	60¢ each
KING'S RANSOM (Bristol) - Mid Season 30-36" high Strong upright columnar 3 ft. plants branch at the base giving an abundance of long stemmed cut flowers. Stiff textured fully double 3-4" incurves of shining old gold cover these flat topped hedge like plants. This was an outstanding favorite with our visitors last fall.....	75¢ each
MINNBRONZE (Uni. of Minn.) - Mid September 12-16" high A compact mat 12-16" high and up to 36" across - foliage hidden by tangerine red flowers. A glowing mound of color. Order early as supply is limited.....	60¢ each
MINNPINK (Uni. of Minn.) - Mid September 15-18" high A welcome newcomer in the king size cushion mums. Minnpink is the best bright rosy pink cushion to date. Perfect symmetrical mounds 15-20" high up to 3 ft. across. Hundreds of truly pink double flowers completely hide the foliage from mid September on.....	65¢ each
NEW MARTIN'S WHITE (Lehman) - Mid September 20" high A much improved form of a favorite variety for pots and borders Martin's White. Large fully double incurves 4" across in glistening white cover 20" high plants. The plant form is sturdier and flowers of stiffer texture than on Martin's White.....	75¢ each

THURZA RUSSELL (Dr. Kraus) - Early September 15-20" high  
 An exciting new plant form for pompons. Perky, stiff  
 textured pompons of creamy white with yellow green shad-  
 ing at center. Smother attractive compact 15-20" plants.....65¢ each

WHITE SAIL (Lehman) - Mid Season 20-28" high The best  
 mid season white garden mum. Fully double, stiff tex-  
 ture 3-5" flowers of pure white with a touch of cream  
 at the center. The plants branch nicely at the base  
 thus providing long strong stemmed sprays for cutting.  
 Flowers don't "pink up" with cooler evenings as do many  
 whites..... 65¢ each

#### FLEMING MODERN MUM INTRODUCTIONS

AMETHYSTINE (1956) - Irridescent Rosy purple 24" high..... 65¢ each  
 COPPER 'N GOLD (Donaldson-Fleming 1954)..... 50¢ each  
 PUMPKIN POM (1955)..... 50¢ each  
 SNOW SCEPTRE (1956)..... 65¢ each

#### UNIVERSITY OF NEBRASKA INTRODUCTIONS

KIOWA (1955) - Bright orange red poms - 30" high. Mid Season..... 50¢ each  
 NORTH PLATTE (1955) - large orange decorative. Mid Season..... 55¢ each  
 PATHFINDER (1953) - Yellow carnation fl. mum, Early..... 50¢ each  
 PLAINSMAN (1953) - Copper carnation fl. mum..... 50¢ each  
 TECUMSEH - soft red cushion. Early..... 50¢ each  
 WHITE CLOUD (1952) - Outstanding early decorative..... 50¢ each

#### GENERAL DOUBLE DECORATIVES

ADORABLE (Lehman) - Best early true pink..... 55¢ each  
 ANCASTER BRONZE (Emberly)..... 50¢ each  
 ANDREW (Becker)..... 50¢ each  
 APACHE (Dr. Kraus) - tomato, oriental red cactus fl. favorite..... 50¢ each  
 BRONZE GIANT (Lehman) - Outstanding favorite giant bronze..... 65¢ each  
 BUTTERSCOTCH (Dr. Kraus) - huge amber - fine disbud..... 60¢ each  
 COMPANION (Lehman) - Sept. 26-30" high A fine lighter colored  
 companion to Early Kathleen. Stiff textured fully double  
 golden bronze flowers on strong plants..... 55¢ each  
 COPPERSMITH (Bristol) - Mid Season 20-24" high..... 50¢ each  
 CORONET (Dunham) - Mid Season 18" high..... 60¢ each  
 CRIMSON GLORY (Lehman) - Rich crimson, Mid Season 26" high..... 65¢ each  
 CRIMSON MAGIC (Dunham) - Late 26" high..... 55¢ each  
 CROWNING GLORY (Lehman) - Mid Season 26" high..... 50¢ each  
 DR. LONGLEY (Uni. of Minn.) - Dependable EARLY lavender..... 50¢ each  
 EARLY KATHLEEN (Lehman) - Mid Sept. 26" high An excellent early  
 coppery bronze cut flower. Flower is identical in color  
 and size to Kathleen Lehman but is 2 to 3 weeks earlier..... 50¢ each  
 ELAINE (Floralene) - Mid Season 24-30" high..... 55¢ each  
 EVELYN DEVANEY (Lehman) - Mid Season 24-28" high..... 55¢ each  
 FASCINATION (Bristol) - Mid Season - sturdy 30" high plants. Huge  
 4" flowers of silvery lavender pink shading to silvery  
 white. Flowers are often borne single on sturdy 30" plants..... 50¢ each  
 FOOTBALL BRONZE (Lehman) - Upright 30" plants Late Sept.  
 Perfectly formed large incurved flowers of rich bronze.  
 Flowers resemble greenhouse grown "football mums"..... 60¢ each  
 FRED STONE (Dr. Kraus) - Mid Season Large dark oxblood red  
 double flowers which hold color well. Fine for cutting  
 and disbuds well..... 60¢ each  
 GEORGE LUXTON (Lehman) - Early Sept. 26" high..... 50¢ each  
 GLADWIN (Becker) - Mid Season 24-28" high..... 55¢ each  
 HELEN BOGUE (Kraus) - Mid Season 26" high A favorite large  
 flowered cut flower variety. Four inch fully double  
 cactus flowers of rosy purple. Petals are fluffy and  
 uniquely whorled at center..... 60¢ each  
 INDIAN RED (Lehman) - Large incurve - Mid Season 26" high..... 60¢ each  
 MARTIN'S YELLOW - EARLY SEPT. bushy 15" plants..... 50¢ each  
 OLD LAVENDAR (Lehman) - Mid Season 30-36" high Huge pure lavender  
 incurves, fully double, strong stems for cut flowers..... 50¢ each  
 PATRICIA LEHMAN (Dr. Kraus) - Mid Season 26" high..... 50¢ each  
 PRAIRIE SUNSET (Uni. of Minn. 1956) - 26" high, Mid Season  
 Flowing rosy pink incurves with gold tips to petals..... 60¢ each  
 PURPLE WATERS (Lehman) - Early 24" high..... 50¢ each  
 REFLECTION (Lehman) - Mid Season 26" high..... 50¢ each



REFRESHING (Dunham) - Mid Season	28" high.....	65¢ each
REVERENCE (Lehman) - Dependable early cream	20" high.....	50¢ each
ROMANCE (Dunham) - Large warm pink. Mid Season	21".....	60¢ each
RUBY BREITHAUPT (Dr. Kraus) - Nation wide favorite. Mid Season.....		65¢ each

#### CUSHION MUMS

BROWNIE (Dunham) - Mid Season, compact	10-12" high.....	55¢ each
CAMEO (Dunham) - Mid Season	15" high.....	60¢ each
COPPER 'N GOLD (Donaldson-Fleming) - Early	10-12" mound.....	50¢ each
EARLY GOLD (Lehman) - Early Sept. 15-18" high. A fine early blossomer. Attractive compact mounds loaded with bright golden yellow poms. Fine for borders and pots.....		50¢ each
ERNIE MEAD (Bristol) - Mid Season to late. Bushy	15" high. An attractive compact bushy 15" plant covered with glowing golden bronze pompoms with deeper centers - flowers are very frost tolerant.....	65¢ each
FUCHSIA FAIRY (Herr) - very frost tolerant. Fuchsia cushion. Mid Season.....		50¢ each
GOLDEN MOUND (Lehman) - Mid Season 15-18" high. A fine cushion variety, and excellent pot plant. Compact twiggy plants 15-18" high loaded with deep lemon yellow 2" flowers, attractive dark foliage.....		50¢ each
JOYOUS (Bristol) - Outstanding pink, Mid Season	18-22" high.....	55¢ each
LIPSTICK (Dunham) - Mid Season	12-15" high.....	55¢ each
LITTLE BOB - Early Oct., very frost tolerant - A symmetrical mound 15-18" high up to 3 ft. across loaded with deep cherry red buttons. A real cutie.....		55¢ each
SNOVER'S WHITE CUSHION (Snover) - Mid Season	12-16" high. Flat topped mounds covered with white flowers, fully double. Plants grow to 30" across. Very hardy.....	50¢ each
TECUMSEH (Uni. of Nebr.) - Early Sept. 12-15" high. Attractive compact mounds 12-15" high up to 36" across, double flowers of earthy red to buff bronze shades smother the plant hiding the foliage. A continued favorite since its introduction.....		50¢ each
VARIEGATED CUSHION (Becker) - Bushy 15" plants - Mid Season. An unusual coloring - order early as stock is limited.....		65¢ each

#### BUTTON AND POMPOM VARIETIES

BRIGHT EYES (English) - Mid Season	20" high. A nation wide favorite - very hardy- VERY FROST TOLERANT.....	50¢ each
DELIGHT (Lehman) - A fine early one for cutting	24" high.....	50¢ each
EARLY CRIMSON (Lehman) - Early Sept. - fine stems -	24" high.....	50¢ each
MY LOVE (Becker) - High quality cut flowers - Mid Season	30" high.....	60¢ each
PUMPKIN POM (Fleming) - Quantity limited, very hardy.....		50¢ each
PERFECTIONETTE (Dunham) - Mid Season	26" high.....	75¢ each
ROSY MORN (Dunham) - Mid October	18-24" high. A new and improved form of the favorite pink button Rosita. Mounds 18-24" high 3 ft. across are formed by numerous stems for cutting of clusters of bright rosy pink stiff textured buttons. Very frost tolerant. Prolific producer of cut flowers.....	65¢ each
SARASOTA (De Petris) - Excellent cut flowers, Mid Season	30" high.....	50¢ each
SMILES (Dunham) - An improved Chiquita - Mid Season	15" high.....	60¢ each
TAMPICO (U.S.D.A.) - Mid Season	30 in. high. Large glowing coppery button-poms borne in clusters on strong stems, fine for cutting.....	55¢ each

#### SPIDER AND SPOON MUMS

The spider mums are somewhat late in blooming for garden use. One must be prepared to protect them from hard frosts or bring plants in house in pots to have them bloom well.

YELLOW CURLY SPIDER - Curly stiff textured petals, tubular with fish hook tips. The color is deep lemon yellow, flowers 4-5" across, fine for disbuds. Early November.....		60¢ each
PEGGY ANN HOOVER - A very hardy garden variety of the novel spider mums. Large fully double flowers of deep shell pink with attractively curled and hooked petals. Early November.....		60¢ each
PINK SPOON CUSHION (see 1956 Fleming introductions).....		80¢ each
MRS. EISENHOWER - an outstanding curly spider. Curled stiff textured tubular petals with hooked tips form fully double flowers of rich glowing golden bronze. Fine for early Nov. pots or disbuds...		75¢ each
JESSAMINE WILLIAMS (Dr. Kraus) - an early garden spider type. Mid Season...		60¢ each
SNOWSPOON (Dr. Kraus) - Abundance of cut flowers. Mid Sept. on.....		50¢ each

# 1958 INTRODUCTIONS

- ASTER ELEGANCE - (Fleming) - The best hardy <sup>Pink</sup> aster to date. Semi-double flowers up to 2" across of a bright rose pink shade are borne in upright spikes of blooms. Plants are upright 30" bushes which bear myriads of blooms during the early fall..... 75¢ each
- ASTER MARIE BALLARD - A newcomer from England. Large powder blue flowers which are almost double, showing yellow centers only as flowers age. Strong medium bushy plants..... 85¢ each
- ASTER MELBOURNE EARLY REL - The best red hardy aster. Rich current red with yellow centers. Flowers are larger than those of Winston Churchill..... 75¢ each
- CHRYSANTHEMUM ORANGE 'N GOLD (Fleming) - Another fine new cushion mum produced from the now justly famous cushion "Copper 'N Gold". Neat 12-15" mounds of double blooms from Sept. 25th on. Reverse side of petals are bright orange while upper sides are bright gold, thus giving a two toned effect to the flowers..... 75¢ each
- CHRYSANTHEMUM PINK PILLOW (Fleming) - An outstanding new novelty cushion mum. 2-3 inch anemone pink flowers with light silvery pink high crested "anemone" or "pin cushion" type centers. The ray petals have silvery reverse which adds to interest. Cute 12-15" mounds loaded with blooms from October 1st on..... 75¢ each
- CHRYSANTHEMUM PINK SPOON CUSHION (Fleming) - A most unusual new cushion mum. Bushy 12-15" plants with large rose pink spoon flowers. A large commercial grower who had this variety on trial last year was very lavish in praising it, describing it as "very exciting". A strong growing long blooming cushion and the only one of its type presently available..... 75¢ each
- DIANTHUS ALLWOOD'S LACED PINKS - An unusual race of pinks in which the petals are attractively edged or laced with a color which contrasts with the base color. Mixed colors only. Grown from the originators pedigreed hand pollinated seed, imported from England..... 65¢
- DIANTHUS PINKETTE (Fleming) - Another of our new low growing pinks. Three to four inch mounds of blue green broad foliage with myriads of 1-1½" flowers of soft pink with rose red centers. Petals are broad and waved. Very free flowering over a long period..... 75¢ each

## CHOICE PERENNIALS

### NEW HARDY ASTERS

- EVENTIDE - An outstanding semi-double blue..... 50¢ each
- JEM - Attractive compact 16" high plants..... 50¢ each
- RED STAR - A recent addition to the "New England" Aster class. Clusters of semi-double carmine rose blooms on 3 ft. plants..... 50¢ each
- TAPESTRY - (new, 1956)..... 50¢ each

### NEW DWARF ASTERS

- BONNIE BLUE (Breithaupt 1957) A cute new dwarf aster. Sturdy very floriferous plants 8-10" high and 10-15" across. Flowers of a medium wisteria-blue shade..... 60¢ each
- CAMEO (Breithaupt) - A nicely shaped mound 12-15" high..... 50¢ each
- LITTLE BLUE BOY (Marx 1956) - An extremely dwarf grower. Attractive 6-10" mounds loaded with medium blue flowers..... 55¢ each
- OREGON SNOWFLAKE - Compact plants 8-12" across with sparkling white blooms..... 50¢ each
- PINK BOUQUET (Marx 1956) - Masses of soft pink flowers on compact bushy plants..... 55¢ each
- ROSE SERENADE (Marx 1957) - The most striking dwarf aster to date. Erigeron like flowers of bright rose pink shade with glistening gold centers on compact 12" cushion like plants..... 60¢ each
- TWINKLE..... 55¢ each
- VIOLET CARPET..... 50¢ each
- WHITE FAIRY (Marx 1956) - Flowers are more starry than the others and the color is blush white. Attractive bushy 12" high plants..... 55¢ each

### CARNATIONS AND PINKS

- BEATRIX - Free blooming spring and summer..... 50¢ each
- BOBBY - A delightful dwarf - pink with red eye..... 50¢ each
- CANDYSTICK (New in 1957) - Striking variegated sort..... 55¢ each
- DUBONNET - One of the best garden pinks. Large fully double glowing purple carnation-like flowers..... 50¢ each







### SPECIAL MONEY SAVING COLLECTIONS

Listed below are a group of carefully planned collections of "Watts" and other perennials which are real bargains.

- No. 1. OUTSTANDING 1957-1958 INTRODUCTIONS - One each of Minnibink, Dark Spoon Cushion, Prairie Sunshine, White Sails and Golden Fantasy. A \$3.35 list value for \$3.00 pzd.
- No. 2. A COLLECTION OF SCILLICHERS (1957 Introductions) - One each of Bronze Hat, Early White, Edna Rowley, Gold Ribbon, Prairie Sunshine and Sunny Hill. A \$3.60 value for \$3.15 pzd.
- No. 3. FIVE FAVORITE UNL. OF NEBR. VARIETIES - One each of Gold Ribbon, North Platte, Prairie Sunshine, Tecumseh and White Cloud. A \$2.75 value for \$2.35.
- No. 4. A QUARTET - HANTS - One each of Prairie Giant, Butterbreech, Helen B. and Baby Freithaupt. A \$2.50 list value for \$2.20.
- No. 5. A FAVORITE CUSHION COLLECTION - One each of Minnibink, Copper in Gold, University White Cushion, Golden Mount and Teesdale. A \$2.60 value for \$2.25.
- No. 6. A COLLECTION OF FAVORITE ALL PURPOSES - One each of perfect type, Edna Rowley, Annie Mead, Perfectionette and Delight. A \$2.00 value for \$1.60.
- No. 7. ALL OUT FLOWER COLLECTION - One each of Everide, Crown Snakeback, Red Star and Tapestry. A \$2.00 value for \$1.75.
- No. 8. LITHEUM COLLECTION - One each of Morden's Glean, Morden's Rose, Inclisic and Robert. A \$2.00 value for \$1.70.
- No. 9. PRIMROSE COLLECTION - Strong transplants which will bloom nicely next year. Three plants of Japonica (Candelabra type primrose) and two plants of Helyanthus primrose for \$1.00.
- No. 10. ROCK GARDEN PERENNIAL COLLECTION - One each of Dianthus, Yrs. 3rd Weller, Floris Alexander's Early, Conchocera rosea, Lilox subulata Intensity and Flurkayc lauratae. A \$3.95 value for \$2.25.
- No. 11. AN ALL COLOR COLLECTION OF CUT FLOWER PERENNIALS - One each of Buddleia Fluralart, Daisy Mount Shasta, Chrys. Delight, Chrys. Purple Waters, Lelikhium Summer Skies, Lythrum Morden's Rose and Carnation Kiss of Fire. A \$6.15 value for \$4.00 pzd.

### QUANTITY DISCOUNTS

<u>Each Price</u>	<u>Per Three</u>	<u>Each Price</u>	<u>Per Three</u>
\$ .45	\$1.15	\$ .60	\$1.50
.50	1.25	.65	1.75
.55	1.40	.75	2.00

### TERMS OF SALE

1. Cash with order please. No. C.O.D. orders.
2. Orders for \$3.00 or more will be prepaid. Those for lesser amounts should be accompanied by an additional 25¢ to defray part of transportation costs.

### DISCLAIMER

We guarantee safe arrival of plants. Reports concerning shipments of plants received in bad order must be made within 10 days of their receipt. Later reports cannot be honored. It is further agreed that our responsibility regarding untruthness to name is limited to replacement of plants or refund of purchase price only.

### COLOR SLIDES

We have several sets of 100 slides each of "Modern Mums" and other perennials. Sets are revised each year and thus include the finest new sorts. There are field and greenhouse scenes as well as close-ups of plants and flowers.

These sets are available for use by garden clubs and other groups at no cost except return postage. Please make requests for slides well in advance of desired showing date in order to avoid disappointment. Projector and screen must be supplied by the user.

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... FLEMING'S FLOWER FIELDS  
Growers of Fine Perennials  
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POST OFFICE \_\_\_\_\_

STATE \_\_\_\_\_

Quantity

Variety

Amount

TOTAL AMOUNT

IMPORTANT ! SEE REVERSE SIDE

## A SPECIAL BONUS OFFER FOR OUR CUSTOMERS

We would like to send our lists to as many gardening enthusiasts as possible. We are therefore extending this special invitation to our customers to act as our advertising agents and in so doing to earn bonus plants for their gardens. Spaces are provided below for names and addresses of gardening friends which you believe would be interested in hardy plants. Should one or more of the persons suggested by you place an order with us this year we will add bonus plants to your order in the amount of 10% of their orders.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

CITY & STATE \_\_\_\_\_

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